



**Cohera-Tech**  
Specialists in People Counting Systems

# Dwell Time

Measure Your Display's and Feature Promotion's Real Stopping Power!

You could ask what a visitor thought about your display, your store, shopping centre, art gallery or museum. But how long they spend there gives you the most accurate answer as it reflects the true level of engagement.

Measuring "Dwell time" can now be done using our latest 3D+ sensors which now also incorporate wi-fi identification. This system can now recognise and report on customer movement and how long they stay in your location. The data collected is directed to cloud based servers for analysis and delivered as real-time reports to Client's selected smartphones, tablets and PC's.

Measure dwell-time at each display to measure real customer interest and engagement



- ✓ Track dwell-time trends based on time /day / period
- ✓ Compare results for different promotional programs
- ✓ Determine the relative value of static versus interactive displays
- ✓ View real-time data on your smart phone, tablet or PC
- ✓ Review analytics / data comparisons with your team with customised reports daily, weekly, monthly and yearly
- ✓ Operates independent of your IT and needs no additional computer hardware.



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